Video for Health Best Practices

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Prepared by: Alameda County Public Health Department - 4/2013

8 Tips for Creating Awesome Video Contests

http://secondstreetlab.com/2013/03/8-tips-for-creating-awesome-video-contests/

Follow the tips below to ensure that your next video contest is a success.

1. **Make the rules and expectations clear.** You want to be clear from the beginning about who is eligible to enter, how to enter (including cut-off dates and times), and any video requirements. Here are some common questions that you should be sure to address:
    - Who can enter?
    - Do entrants need to be above a certain age?
    - How many videos can you submit?
    - Can videos be submitted any way other than by uploading to the contest?
    - How long should the videos be?
    - Is there a file size limit?
    - Which file formats will be accepted?
    - Are there any recommended file sizes or formats?
    - Can the videos have graphic overlay?
    - Are there any specific requirements for the video content?
    - Are there prizes? What are the prizes?

    One way to make sure that all of these points are clearly addressed is by creating an FAQ page.

1. **Have a fantastic prize.** Video contests have a much higher barrier to entry than other contest types, so you need to make it worth your customers' while to enter. The best way to do that is by including an irresistible prize

2. **Make an event out of entering.** Call for submissions at live events. Try showing up at a relevant event or location. Doing so greatly decreases the barrier to entry and will help you both get the word out about the contest and encourage more submissions.

3. **Build a brand.** There's a good chance that your video contests can live on year after year. Video contests have staying power. In order to capitalize on this potential for serialization, be sure to create a logo, make the contest memorable, and promote like crazy. Which brings us to the next few points. When it comes to video contests, there is no such thing as too much promotion.

4. **Get social.** As with any contest, you want to promote video contests heavily via email and social media. Send out a contest announcement to your promotional database, post the contest to Facebook, send out links on Twitter, pin a promotional image (or, even better, video) to Pinterest, and so on. In addition to your other social media efforts, why not create a YouTube channel and place the contest videos where your audience is already watching?

5. **Create a promotional sample submission.** What better way to promote a video contest than with a video? Add a fun twist to your contest page by creating a sample video both to promote the contest and show your audience what sort of submissions you are looking for. Think of these promotional and making-of videos as a way to showcase what you want to receive.

6. **Check with your legal team.** You want to make sure you won't end up in trouble for, say, using copyrighted music. We're not lawyers, so all we're advising is that you check with yours. Also, if your video contest is aimed at minors in school, it's a good idea to get approval from high school principals or the school board first.

So, while it's true that video contests can take more initial planning and promotion, the rich engagement that they foster and the audience that they drive to your website makes them well worth the effort.

Dos & Don'ts for Facebook Contesting

http://secondstreetlab.com/2012/09/dos-donts-of-running-a-facebook-contest/

Everything you need to set up a successful (or disastrous) Facebook contest

Running your contest on Facebook presents a great opportunity to reach more potential players and grow your social media following. Let's review some best practices when running a contest on Facebook and what to avoid to ensure the best outcome of your contest.

DO:

- **Use a third-party application to administer the contest.** This follows Facebook's Terms of Service, so you can rest easy knowing your page will not be in violation. Indicate that the promotion is in no way sponsored, endorsed, administered by or associated with Facebook. Include a release of Facebook by each entrant or participant. Disclose that you, or your sponsors, are going to receive the information from the players' entries – not Facebook

- **Activate Like-gating.** This requires the entrant to Like the Facebook page in order to enter the contest. For more information about Like-gating (and a great example of a Like-gate) check out this article about how to optimize your Facebook page for contesting.

- **Make sure you have a killer, compelling prize.** Your contest prize should closely align with the products and services you or your advertiser actually offers. A car dealership will probably not acquire quality fans if they are giving away a free massage. If they give away free oil changes for a year, that is much more closely aligned with their business and ultimately their goals. If you are a media property, make sure the prize aligns with your target demographics and their lifestyle interests.

- **Make sure your contest is mobile-friendly.** 50% of Facebook users are on their mobile phone – and this segment is growing rapidly. We've also seen that anywhere from 30-60% of entries come from mobile phones. (*Bonus*: Second Street's Facebook Contesting software has been mobile-friendly since 2012!)

- **Promote, promote, promote.** This is not a "if you build it, they will come" scenario. We have found that the emails you send to promote the contest are the single-most effective asset in these campaigns. Be creative in your status updates by using photos and videos to build buzz. Also, now that Facebook has recently loosened their Cover Photo Guidelines, a custom cover photo with calls to action is definitely recommended (use this handy tool to determine if your Cover Photo obeys the 20% text rule). There are many other ways to use Facebook's free tools to promote your contest as well!

- **Include an opt-in.** One of the single-most important benefits of running Facebook contests is to take your fan base and convert them into a database that you actually own. There are a few additional must-haves on your registration form, such as email and zip code. Keep in mind, you cannot just add all of your contest entrants to your email database! In order to comply with CAN-SPAM laws, you must place a checkbox on your form where people can agree to receive email communications from you.

- **Have a post-contest plan.** Create a content strategy in place for what to do AFTER you get your new Facebook fans. This is just as important, if not more so, than running the contest itself.

DON'T:

- **Run contests using Facebook's functionality.** Contests where you "comment to win" or "Like/share this post to win" to enter not only violate Facebook's Terms of Service, they do not provide the ability to collect any data and convert these fans into a database you own, like your email marketing program.

- **Make it complicated.** You will see much higher ROI and achieve the goals you actually want – more fans, more engagement, more opt-ins – if you keep it simple.

- **Contact players directly via Facebook.** Using features like Facebook messages, chat or writing on their timeline to notify winners is strictly against Facebook's promotion guidelines.

How to Increase Participation for Facebook Contests

http://secondstreetlab.com/2012/08/how-to-increase-participation-for-your-facebook-contests/

Five tips for getting your audience to enter contests on your Facebook page

One of the best tactics for growing and engaging your audience on Facebook is to run contests. By enabling a like gate for your contest, you can require users to like your page and/or the pages of your contest sponsors before they can enter. Engaging potential fans is easier said than done- it takes time and planning on your part, but the payoff is huge. Ad Age recapped a study done by SocialCode, which found fans are 291% more likely to interact with your page (contest submission, contest voting, sweepstakes entry, program sign-up, etc.) than non-fans.

Below, we've outlined some tips on how you can increase the participation of your Facebook contests.

1. **Make Posts.** If you run a contest on your Facebook page you need to tell your audience about it. To maximize your engagement, make Facebook posts throughout the duration of your contest. Post important dates, such as the beginning and end of submission and voting periods. The key is to alert your audience that the contest is still running. Just don't over do it and make them feel that they are getting spammed. Remember "pinned" posts stay at the top of your wall for seven days.

2. **Be Visual.** When you scroll down your news feed you only stop to take a look at a couple things- a friend's status or any picture. Pictures are a great way to break up text and capture your viewer's attention. If your contest is branded then post a screenshot the next time you promote it. Otherwise, use a picture that can help promote the contest.

3. **Give Something Away.** Hopefully you're giving something away as a prize, but it's usually only for one or two winners. To see higher participation, give something away to every player. It doesn't have to be a big giveaway. Ask your sponsor to provide a voucher, coupon or special offer for anyone who enters. Your players will feel rewarded before the contest ever starts.

4. **Promote Your Contest.** If you really want to grow your Facebook participation, encourage your players to enter your contest on Facebook instead of your website. Direct all players to find you on Facebook to take part in your contest.

5. **Stay engaged.** Engagement shouldn't end because your contests is over. Ask your audience questions about the contest. "What was your favorite picture? What contests would you like to see next?" What prizes would you like to win? If your next contest is already planned, take advantage of this opportunity and start promoting your new contest while you still have active listeners.

How to Promote Your Contests: A Checklist

http://secondstreetlab.com/2013/03/how-to-promote-your-contests-a-checklist/

Promoting on Your Website

- Create a page on your site where all of your contests can be found.
- Have a specific link to this contesting page in the homepage navigation.
- Add run-of-site or -section banner ads linking to the contest.
- Place a contesting widget on your homepage.
- Promote the contest in the features section of your homepage.
- Use a sliding billboard, expanding pencil, or peel-away ad during key times during the contest (such as when it first launches, when voting has begun, or right before the last chance the enter).

Promoting in Print or On Air

- Place traditional advertising in print.
- If the contest is bundled with a special section, be sure to promote within that section.
- Create a :15 spot to be played on air.
- Have your talent mention the contest on air.
- Create a follow-up story about the contest winner and prize (especially if the prize was provided by your sponsors).

Promoting on Social Media

Facebook

- Post a link to the contest on your Facebook page and/or your sponsor's Facebook page, and include an image and call-to-action for best results.
- Pin the post to the top of your page.
- Create a contests tab and make it visible on your page.
- Consider creating a Facebook page just for contests.

Twitter

- Tweet about the contest from your company account or contesting account.
- Include a shortlink to the contest page in all tweets, as well as any relevant @ mentions such as the venue that the concert will be held at for a ticket giveaway, or the name of the business that is sponsoring or giving the prize.
- If it makes sense for your contest, create a unique #hashtag so users can find all of the tweets related to your contest.

Promoting via Email

- Send an email to all past contest players announcing the new contest.

How to Promote Your Contests: A Checklist (continued)

- Send an email to your entire promotional database gathered from opt-ins announcing the contest.
- Send reminder emails right before the submission period ends, right before voting begins, and after the contest to thank players for participating and announcing the winners.
- Send an offer or coupon from your sponsor, if possible.
- Encourage your sponsor to promote to their database as well.

Promoting at Live Events

If your company takes part in a live event such as a bridal event, home show, or kids expo and are running a related contest, the following promotional tactics can also be used:

- Have information about your contest available at your booth.
- Allow people to enter the contest on-site via an iPad , or have a professional photographer onsite with a step and repeat background for your media company.
- Print cards with contest information and a shortlink for people to take home.

If it's an option, you can also create signage for your sponsors to display at their locations, including a QR code or re-direct so people can easily enter the contest.

How to Evaluate Low-Cost Apps for Facebook Contests

http://socialmediatoday.com/dneisser/848186/how-evaluate-low-cost-apps-facebook-contests

The world's best thinkers on social media

Posted by: Drew Neisser

Running photo and video contests on Facebook remains a surefire way to increase fan engagement and expand a brand's social footprint. Managing a successful contest requires that an application work seamlessly with Facebook's API, but building applications from scratch can be expensive and time-consuming. Fortunately, a number of companies offer "off-the-shelf" promotion solutions that cost under $10,000 and can be produced in less than a month.

My agency, Renegade, recently used one such application provider, Wildfire, to launch a photo contest for one client and a video contest for another. Because these contests ran simultaneously, we became quick experts on Wildfire's cost-effective Promotion Builder platform. The experience also put us in position to offer these six criteria for evaluating low-cost promotion apps for Facebook.

1. Can You Customize the Experience?

Because these apps use pre-existing templates, the degree of customization can be quite limited, especially from a visual standpoint. Wildfire's most basic solution allows you to upload your own jpeg files into the contest masthead and customize colors and fonts, ensuring that your promotion reflects your brand. However, if you want the look and feel of your contests to vary from promotion to promotion, you will need to pay more, since the templates for the cheapest solutions tend to be quite rigid.

2. Can You Establish Eligibility in the Entry Form?

For legal reasons, very few contests can be open to anyone from any country. As such, Facebook contest apps should offer you the ability to establish predetermined criteria in the entry fields. In one of our contests, entrants needed to be over 18, while the other contest was limited to U.S. residents only. In both cases, Wildfire made it relatively easy to keep unqualified submissions out of the contest.

3. Can You Moderate All Submissions Before They Are Posted?

Another challenge with photo and video contests is that a small number of people will try to sneak in content that is inappropriate or clearly against the rules. Contest apps should provide some form of moderation to prevent this from happening. Wildfire offers a clean

moderation system that allows you to "disqualify" or "approve" each submission before it appears on the app.

4. Does it Have Voting Controls?

One of the great things about running contests on Facebook is the opportunity to reach a broader audience through the voting process. The idea here is that the person entering the contest will campaign for his/her entry on Facebook and other social channels. The Wildfire app makes voting easy: users can click thumbs up/down buttons for each entry, and the app can also prevent abuse by capping per-person voting at one vote per contest or one vote per day.

5. Does the App Include Auto-Messaging?

Communicating with entrants during your photo/video contest is essential to drive continuous engagement, but it can also be time-consuming. To simplify the process, most contest apps include automated messaging at key junctures like entry submission and voting or commenting. While Wildfire auto-generates standardized email confirmations, you can customize the text that appears in the Facebook share window thus allowing your brand to maintain its unique voice.

6. Can You Get the Analytics You Want?

Having the right analytics is essential, not just to determine the promotion's success after the fact but also to make important adjustments along the way. For example, through studying your submission data, you may find out that posting reminders to enter the contest on Facebook generates more entries than sending reminders via email, or vice versa. In addition to submission and voting data, Wildfire's fairly extensive analytics also include demographic data on contestants and the ability to track referrals—assuming you set this up in advance.

Final Note

There are a number of other important criteria that were not included in this review, in particular how the applications handle mobile deployment. Unfortunately, there are no easy solutions for mobile entry into Facebook contests due to the fact that Facebook's current mobile experience does not support tabs and all of these contests run on tabs! Hopefully, Facebook will resolve this shortcoming some time soon.

Sample Video Contest Apps for Facebook:

Video Contest

Go viral with this super fun content app. Encourage fans to share and vote for their favorite user-generated videos. Earn new fans and ramp up engagement.

Video hosting through Vimeo. You can trust the pros.

Sharing is simple. Our app makes sharing to Facebook, Twitter and email quick and easy.

You run the show. You set the submission and voting windows, determine how many times fans can vote and choose the categories. Enable moderation to view videos before they publish and host rules right in the app.

http://www.offerpop.com/products/social-marketing-apps/facebook/video-contest.html

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Facebook Video Contest

Engage Fans with a Facebook Video Contest

Run a Facebook video contest to engage your fans and grow your audience. A Facebook video contest can generate buzz and build excitement around your Facebook page. Utilize a Facebook contest app and watch your audience grow!

http://www.votigo.com/Facebook_Video_Contest_App.php

Multiple Promotion Types

Create and launch any type of promotion that fits your business objective.

http://www.wildfireapp.com/products/promotions

ALAMEDA COUNTY PUBLIC HEALTH DEPARTMENT
VIDEO DEVELOPMENT QUALITY CHECKLIST

Date of Review: _____ Video Title: _____
Reviewed by: _____

Pre-production (before shooting)	Yes	No	N/A
Adequate budget identified (for videographer)	❍	❍	❍
Intended audience identified	❍	❍	❍
Format of product identified (dvd, tv broadcast, web site etc.)	❍	❍	❍
Is there a script, outline, or storyboard?	❍	❍	❍
Talent (people you're videotaping) has been identified & cast	❍	❍	❍
Crew, equipment and location needs identified	❍	❍	❍
Production schedule (for longer/complex shoots) developed	❍	❍	❍

Video consent	Yes	No	N/A
Consent for voice and image of talent	❍	❍	❍
Consent for use of copyrighted music, still pictures, or video	❍	❍	❍
Consent for minors (from parents with children younger than 18)	❍	❍	❍
Consent of collaborating partners	❍	❍	❍
Location visit conducted & consent obtained	❍	❍	❍

Branding	Yes	No	N/A
Includes the ACPHD name & logo, production credits	❍	❍	❍
Includes logos of funders or program partners	❍	❍	❍

Content	Yes	No	N/A
Length of video is appropriate for final product	❍	❍	❍
Technical terms, acronyms are spelled out	❍	❍	❍
Common, simple words are used instead of technical jargon	❍	❍	❍
Language is culturally, linguistically appropriate	❍	❍	❍
Video conveys intended message for the identified audience	❍	❍	❍
Has final approval from program supervisor	❍	❍	❍

Style	Yes	No	N/A
Audio and video quality adhere to guidelines	❍	❍	❍
Images, colors, symbols, fonts, music tracks are appropriate	❍	❍	❍
Identification, headings are sufficient	❍	❍	❍
Graphics, captions, titles used correctly	❍	❍	❍

Department resources	Yes	No	N/A
Do you need to consult with a:			
Health Educator for clarity of the message, intended outcomes	❍	❍	❍
Outreach Worker for translations	❍	❍	❍
Public Information Officer for overall content	❍	❍	❍
Producer, director, videographer, or editor	❍	❍	❍

Other comments or suggestions for improvement

_____

Alameda County Public Health Department

ACPHD Program Name:
Contact Person:
Phone:
Fax:

Video/Interview Consent Form

Alameda County Public Health Department's _____ requests your consent to use your image and/or comments in a video on _____ .
(ACPHD Program) (name of project/title of video)

This _____ will be used for _____
(name of project/title of video) (describe purpose: education, training, orientation, etc.

The final product will not be used commercially. (Note: If this is not the case, you must disclose to let the participants know you're not making a profit from the use of their image or comments.)

****

I hereby consent for my image and/or comments to be used in the _____
(name of project/title of video)

produced by _____
(ACPHD Program)

I agree to hold Alameda County Public Health Department harmless from any claims for damages resulting from the use of such photographs or information. I further agree that the photographic images and/or comments provided as part of this project shall become the property of Alameda County Public Health Department.

Signature_____ Date _____

Name (please print) _____ Phone _____

Address _____ City _____ Zip _____

Note: If the participant is younger than 21 years of age, a parent or guardian must sign this consent form.

Parent/Guardian Signature_____Date_____

Metric Tools:

CHARITYHOWTO

10 FREE METRICS TOOLS FOR ACTIONABLE ANALYTICS

EdgeRank Checker

EdgeRank Checker steps you through the process of determining how effective your Facebook Page is in reaching your followers. The higher your EdgeRank score (0-30 scale), the more likely it is to be visible on a fan's Top News feed.

YouTube Insight

YouTube Insight is a self-service analytics and reporting tool that enables anyone with a YouTube account to view detailed statistics about the audience for the videos that you upload to the site. Analyze your marketing efforts and determine how best to optimize your campaigns.

Rowfeeder

RowFeeder is a tool for social media monitoring and analysis. The free service makes it easy to input data and track keywords, hashtags or user names on Twitter and Facebook. And RowFeeder's reports are compatible with Excel, allowing you to present your data professionally and easily.

Estimate competitors' traffic

It's always a good idea to keep an eye on what peers and competitors in your sector are doing, and whether they're trending up or down. **Compete**, **Alexa** and **Quantcast** are the Big 3 firms in the business of estimating traffic to any site on the Web, with varying degrees of accuracy.

Facebook Insights

Facebook Insights resembles Google Analytics in many ways. As a Page admin, your dashboard gives you access to daily active users, monthly active users, daily new likes, daily interactions such as comments, geographic location of your visitors, external referrals, internal link traffic and more.

Google Analytics

Google Analytics should be the No. 1 metrics tool in your arsenal. You get rich insights into your site traffic and marketing effectiveness for free. Create better-targeted ads, measure your engagement goals, track social referrals and more.

Woopra

Woopra is a Web analytics tool that provides real-time data about how your users behave. You can see where a visitor came from, her location, the actions she performs and where she goes. We prefer Bronze ($4.95/mo.) over the free version.

Klout

Klout offers a daily summary of your organization's or team members' social media influence, with a ranking that factors in reach and impact on Twitter, Facebook and LinkedIn. Other options: **Kred**, **PeerIndex**.

SEMRush

Bet you haven't heard of **SEMRush**. Plunk your blog or website url into the search field atop the page and SEMRush will show you the keywords you rank for, what your competitors rank for, what Google AdWords you might want to buy and more.

Twitalyzer

There are a wealth of Twitter metrics tools, but the one we like best is **Twitalyzer**, which works for any Twitter account and gives you information about your impact score (percentile score) and the type of influencer you are, among other things.

Download this flyer: **http://bit.ly/metricstools**

Created by **Socialbrite.org**'s team of social media experts